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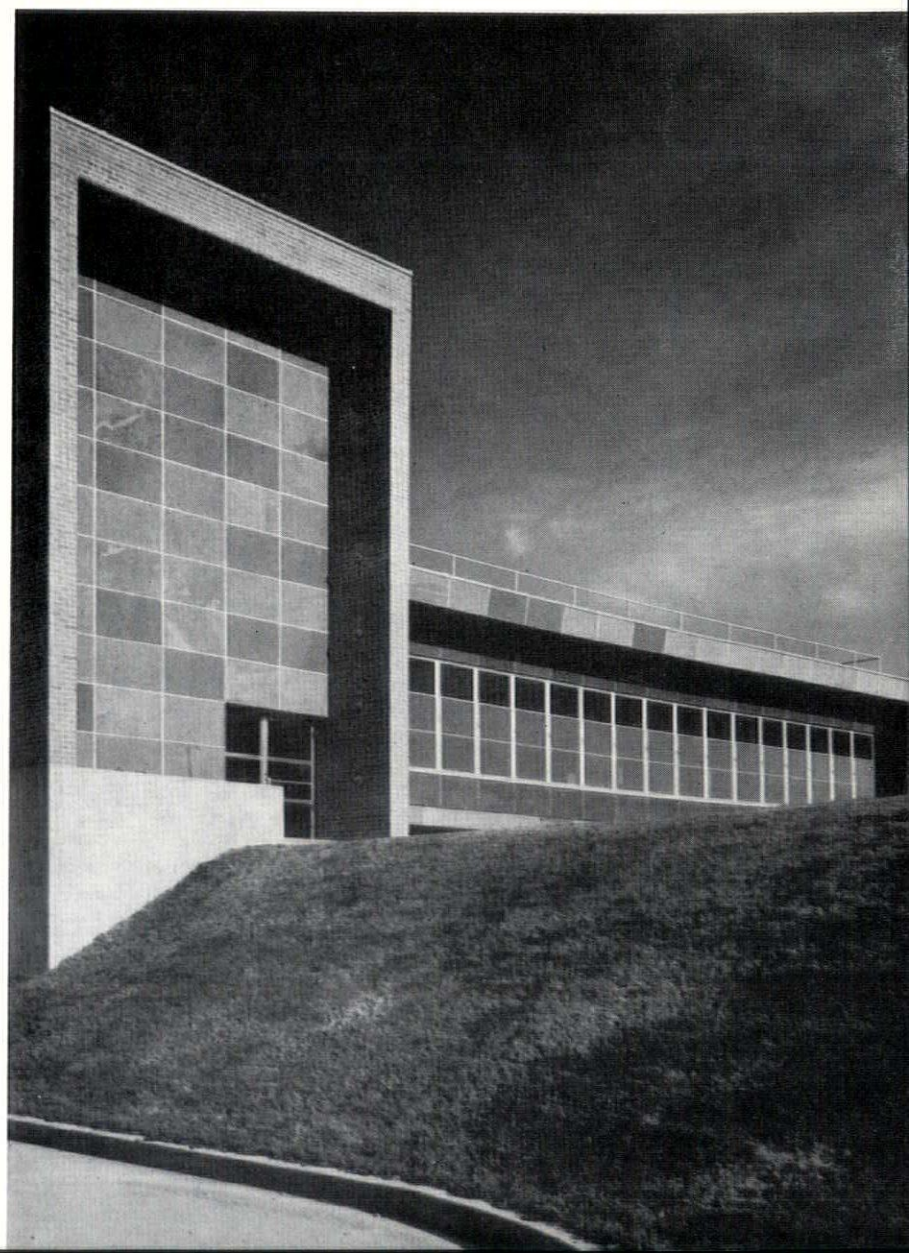

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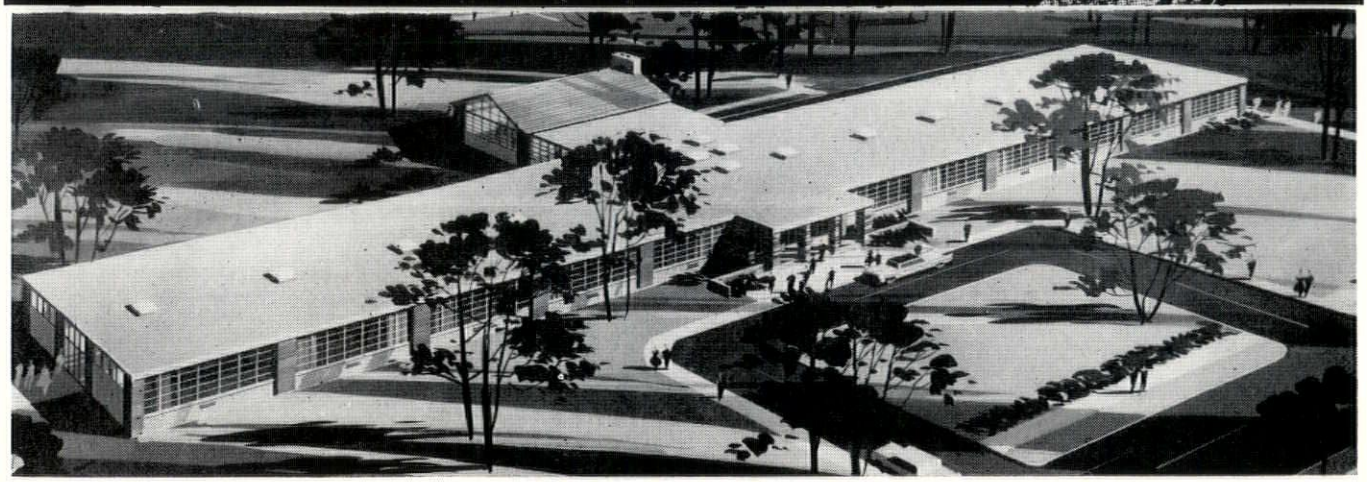

Architects:
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Edgewood & Meadowview (twin) schools Joint District — Towns of Oak Creek and Franklin
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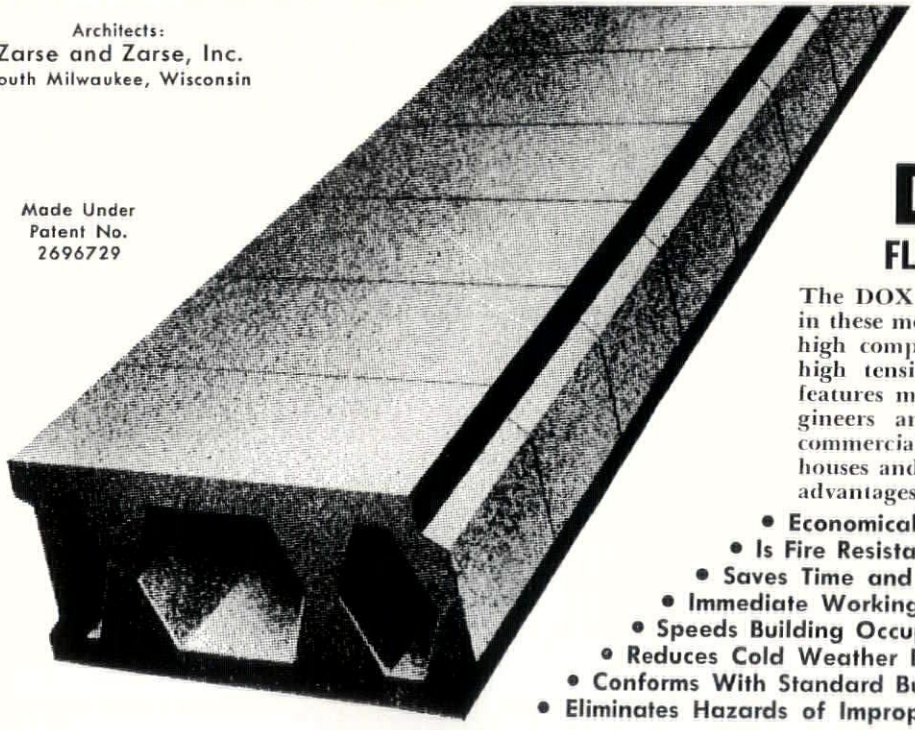

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Survey Taken on Residential Work

In response to increasing calls to the office of the Wisconsin Chapter from persons seeking architectural services for residential building, approximately 35 AIA members have expressed their interest in doing such work.

A poll of the membership was taken recently by Mrs. Ruth Hill, executive secretary, after a long succession of telephone calls and letters from prospective home builders. As a result of the survey, there is now a list of well-qualified architects readily available to anyone interested.

Formerly, it was difficult to answer these requests, Mrs. Hill said, since it was not known what AIA members wished to do residential work. In addition, because she did not care to recommend individual architects, she was sometimes embarrassed in answering requests. The present list now facilitates the problem, and tends to make residential work available to AIA members who wish to undertake it.

COVER COMMENT

Modern institutional architecture is the subject of this month's cover. Pictured is the Food Service Building of the Mendota Hospital, the work of the office of Brust and Brust, AIA, Milwaukee. For more of this work, which is an outstanding example of a fine blend of skills and materials, see pages 8 and 9.

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Milwaukee Division Holds September Meeting in Chicago

The September meeting of the Milwaukee Division was held in Chicago on Friday, September 19, as The Wisconsin Architect was going into the mails.

Because of timing, it was impossible to include details of this unique meeting.

Date of the event was changed from its original schedule (one day earlier) in order to encourage a larger attendance and to induce wives of members to attend.

To facilitate returning preferences, as well as the pocketbook, private cars replaced the chartered round-trip busses earlier indicated. Instead, busses were provided in Chicago for the tour and transported the entire group to these points of interest: Sullivan's AUDITORIUM, Frank Lloyd Wright's ROBIE HOUSE, and the ILLINOIS INSTITUTE OF TECHNOLOGY CAMPUS. The tour began with the new INLAND STEEL BUILDING, in the afternoon. A detailed itinerary had been announced at the August meeting outlining the time schedule, directions, parking suggestion, etc.

Guest speaker at the dinner following the tour was Carl Condit, Professor of History at Northwestern University and author of "Rise of the Skyscraper." At present he is writing another book on Architecture and it was expected that he would use it as the basis of his talk.

Sheldon Segel was chairman of the event, and handled details in connection with staging the tour and its attractions.

APPROVE FINDINGS

The findings of the Civic Design Committee of the Milwaukee Division, in regard to recommendations for MacArthur Square in Milwaukee, have been approved by the Division's membership.

The findings make certain recommendations seeking to retain the beauty of the area, rather than sacrificing it to the expressway project.

MEMBERS ADVANCED

Word has been received from the Octagon that four nominees have been accepted for A.I.A. membership. Carl E. Boettcher, a draftsman with Frank C. Shattuck & Associates, Neenah, has been advanced from Associate membership. Robert Sauter and Benjamin Seaborne, partners in the newly-formed firm of Sauter & Seaborne, Appleton, were also advanced. Frank J. Fuchs, who has his own architectural firm in La Crosse, is a new Wisconsin Chapter member.

Economy IN SCHOOL BUILDING CONSTRUCTION

A Scholarly Treatment of One of Today's Controversial Conditions

By ALLEN J. STRANG, AIA

ECONOMY IN school building construction can mean different things to different people. To a small tax-ridden school district in upstate Wisconsin it can mean enclosing the required amount of space at a minimum initial cost in order to keep the Capital expenditure within the borrowing power of the school district. In the case of some of our other school districts in the State, who are more fortunate to have a higher tax base in relation to the number of pupils to be educated, it does not become so critical to build at a lower initial cost. In this case, it may be considered good economy for the school district to spend more on the original cost of the building in order to save on annual maintenance cost of the school plant.

The Wisconsin Legislative Council, thru its subcommittee on School Building Economies, has held a series of hearings in recent months to uncover pertinent facts on the subject of economies in school building construction in Wisconsin. It has listened to educators, pre-fabricators, architects, and other officials who have had experience in this field. It is hoped that one fact has been impressed, not only on the subcommittee but on all citizens who have followed these hearings, that the importance of the school architect in carrying out the typical building program for a Wisconsin School District is well established. No one can take his place, and the enlightened educator and school board member realizes this. Least of all can the builder take the place of the architect in seeing that the tax dollar is guarded and well spent. The architect is hired by the Owner. He has no financial interest beyond seeing that his client gets value received for money spent.

There are three general phases involved in the design and construction of a school building, and the architect is indespensable in each of these. **First,** the architect who is experienced in the field of school design studies the program with the school administrator and the school board. His judgment is offered in such matters as site selection, space allocations, selection of materials and selection of equipment, as well as the relationship of the requirements to the construction budget. When the program has been established, the architect prepares preliminary designs, reviews them in detail with his client, makes revisions, and probably re-revisions until a satisfactory solution to the problem is arrived at.

Second. The architect, after securing approval on the preliminary designs, prepares detailed drawings and specifications. These documents assure the Owner that true competitive bidding can take place between contractors on an open market. When all who can qualify as competent bidders, who are interested, have submitted their bids, the architect assists the Owner in studying these bids and selecting competent bidders to do the job.

Third. The architect is an agent of the Owner, acts as a watch dog during the construction period to see that the school building is built in accordance with his drawings and specifications. He sees that as monies are advanced during this period, that the contractors are not over paid but that they are paid in proportion to the amount of work done. At the completion of the project, he assists in a thorough inspection of the building and the preparation of a check list which must be complied with before final payment is made to the various contractors involved.

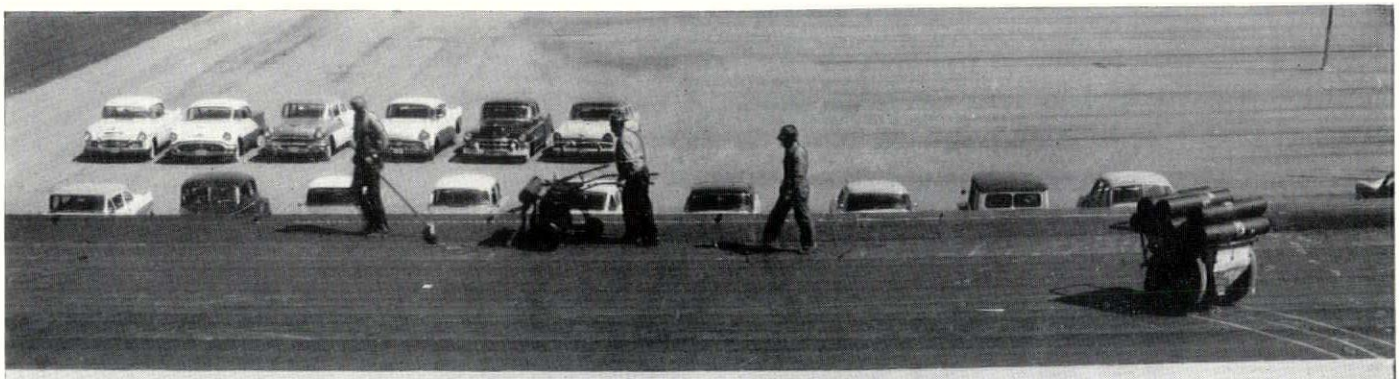
The architect's fee, which is 6% of the cost of construction for full service, is just as real a part of the school building as the plumbing, heating, electrical work, or any other phase of the building. In fact, the architect may have saved his client the amount of his fee by his attentive services.

National publicity within the past year has given the idea that more money has been spent on school buildings than should have been spent. This was not leveled directly at Wisconsin schools, although the question may arise in the minds of Wisconsin citizens as to whether or not this is so. It is interesting to note that whereas construction in general has increased over 200% in cost in the past twenty years, that school building costs have increased only 150%. This in itself indicates that architects, school administrators and school board members have been attentive to the matter of economy in construction.

It can further be stated that from my own experience that school districts in Wisconsin have kept the unit costs and cost per pupil of their school buildings in line.

Custom designed school buildings, including architects' fees, have been built for as little as 8 or 9 dollars a square foot, with a per pupil cost of as little as $700. An average or typical cost per pupil would be in the neighborhood of $1200. or $1300. with a unit price of 14 or 15 dollars per square foot. These last figures are reasonable in relation to the national average and represent good, easy to maintain, building construction.

(Continued on page 11)



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OF THE AUGUST BOARD MEETING

Board members present were: Messrs. J. Flad, J. Brust, K. Yasko, R. Potter, M. Purcell, A. Reddemann, J. Jacoby, W. Lee and F. von Grossmann. Proxies were accepted for R. Hackner, F. Shattuck and M. Allen.

It was recommended to the Institute that Allan E. Kiely be accepted for A.I.A. membership. James McNutt's transfer to the Minnesota Chapter was approved.

In other actions the Board:

Approved the purchase of rubber stamps to be used by the membership for stamping plans; (Story elsewhere in this issue).

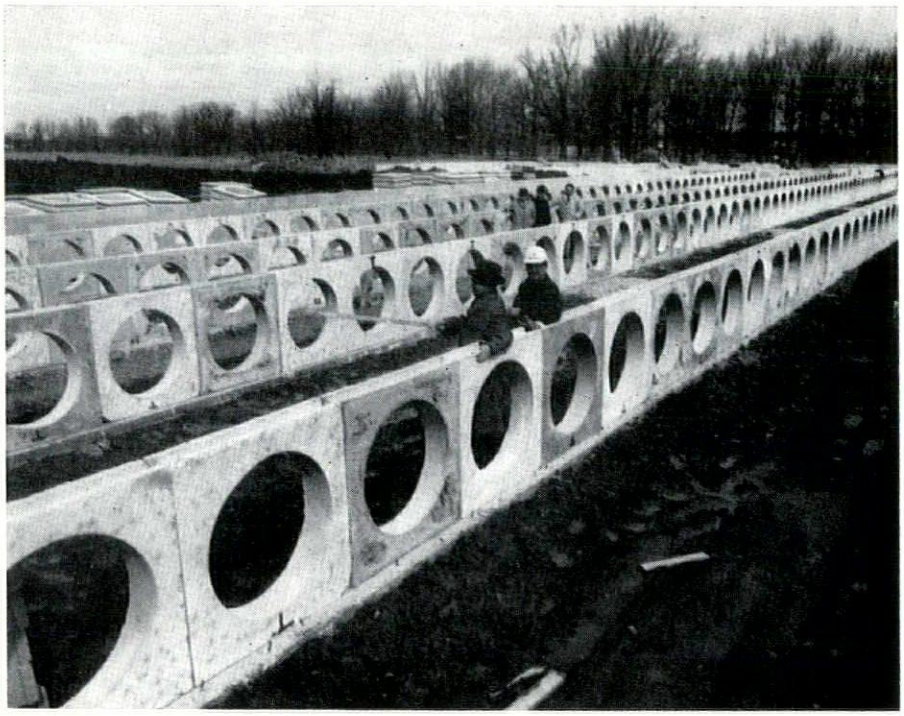
Approved the participation of Wisconsin Chapter members in an exhibit at the Wisconsin School Board convention in Madison on September 25 and 26;

Heard a report by Insurance committee chairman Robert Potter that the Wisconsin Chapter health insurance would be under one billing after September 1—that of the Milwaukee County Medical Association;

Heard a report by the public relations committee, recommending the engaging of a public relations firm as opposed to the hiring of an individual. The committee will study the matter further and make additional recommendations pending the amount of funds available;

Authorized the secretary to write the co-chairman of the Building Committee on County Institutions and Building and Grounds to recommend the commissioning of a Wisconsin resident architect for the new detention home; and

Approved the polling of members to solicit speakers and slides for seminars at the Wisconsin Council of Churches conference to be held November 1 in Madison.



DOUGHNUT BLOCK. Here is a picture of the "Doughnut Block," which was used for the first time in construction history in the "twin school" buildings, Meadowview and Edgewood, in Oak Creek. Units are of reinforced concrete; they are placed quickly into position with the aid of a hydrocrane, and are tied together when the topping is poured. They are used in foundations where crawl space is needed. It is estimated that the block saved $1,500 in time and materials on the two schools, according to F. B. Hebal, of Vander Heyden, Inc., manufacturers of the product.

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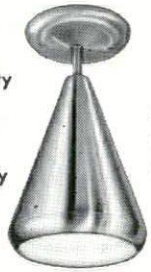

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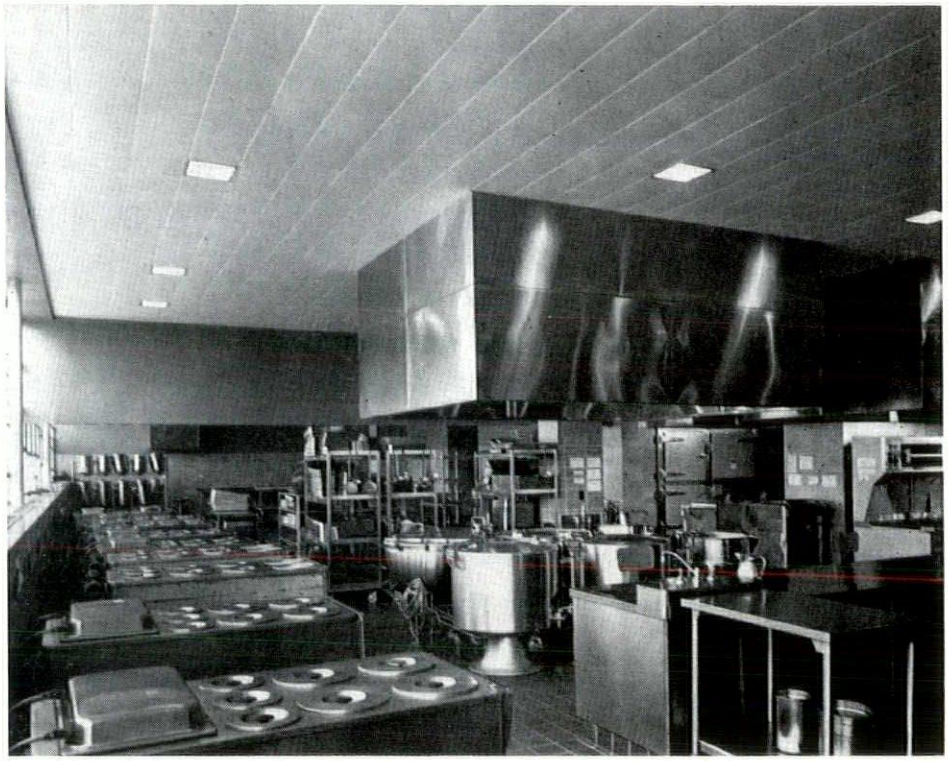


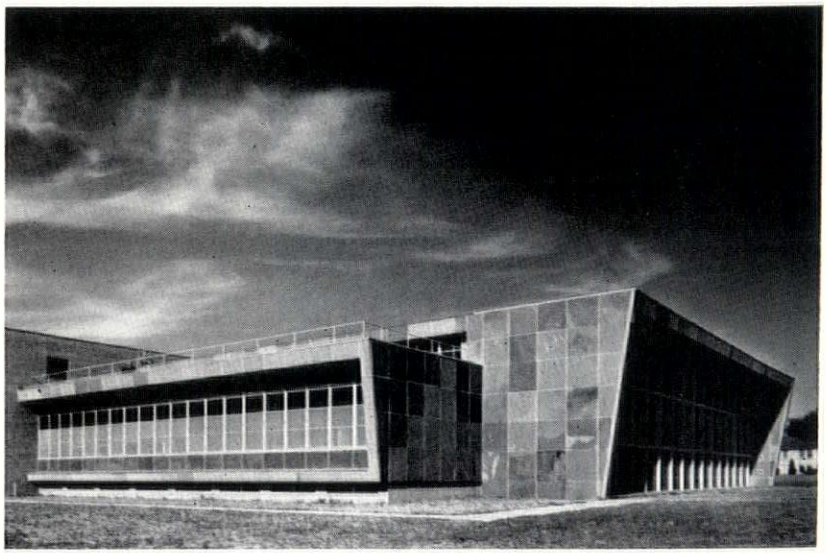
A GLEAMING KITCHEN

Photos by Richard Bills, Big Cedar Studios West Bend, Wis.

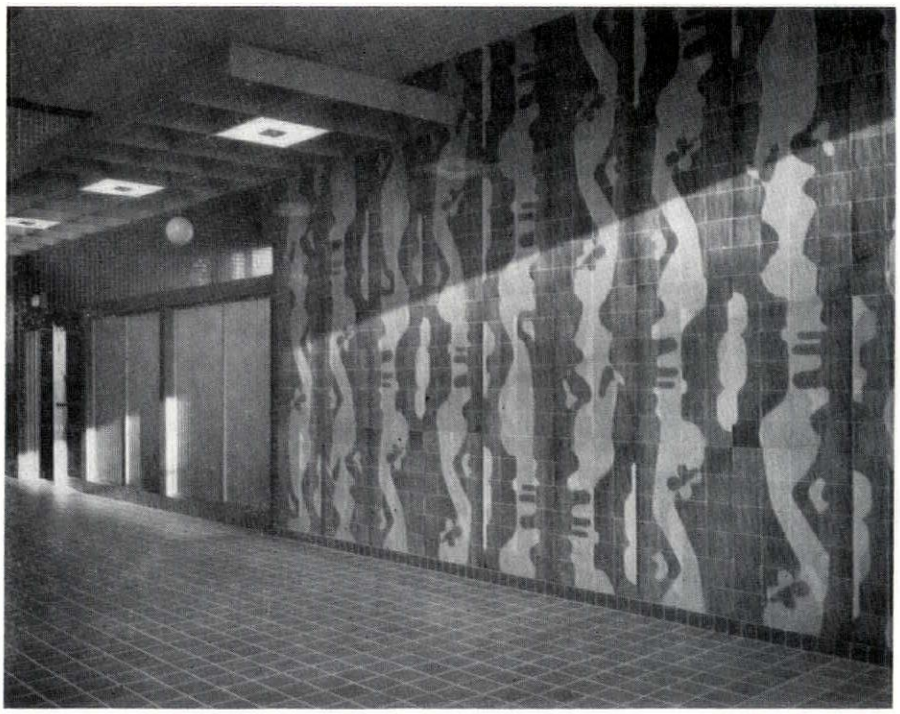
PLEASANT ENVIRONMENT FOR MEALS

INSTITUTIONAL ARCHITECTURE

On these pages are photos which show a classic example of modern architecture. This is the Food Service Building of the Mendota Hospital. Because of the splendid design, and carefully selected use of newest material, this structure combines beauty and utility, and makes for a pleasant environment for patients. It is the work of the office of Brust and Brust, AIA, of Milwaukee.



AN EXTERIOR VIEW



CORRIDOR — NOTE EFFECTIVE WALL TREATMENT

Specifications for an Architect

Excerpts from a Thought - Provoking Address to the Chapter Convention

By WILLIAM W. CAUDILL

I HAVE a hunch there are a few of you who can tell even better tales of getting lost in your own fog. Making mistakes is human. And we can forgive and be forgiven when as individuals we make a few mistakes. But when we gather together in professional groups, we sometimes create enough fog to make the Chicago Airport look like Sun Valley, and this is hard to condone. We professional fog makers have been particularly good at creating poor visualbility for school planners. We've gotten together all over the U.S. and either popularized or legalized impossible climates for the development of good school architecture. A good school architect can't see his way through the architectural fog of restrictions and untruths and has but small chance of producing a good school. Let me point out a few of the items that restrict his visualbility.

1. The popular belief that the state code and regulation manual is some sacred cow to be left undisturbed as it continues to trample on opportunities for proper child growth and development.
2. The belief that when we set legal traps for incompetent architects (only to be caught in the traps ourselves) we can guarantee good school plants.
3. The concept that we now have or soon will have of a model classroom or school that will solve all of our problems.
4. The belief that the square foot unit of measure is the golden rule for evaluating school plants.
5. The belief that the common window is some cherished invention that should be protected by law from the encroachments of technology which might provide better environmental controls but which might have to do it through separating light, air, and view—taboo for most window manufacturers.
6. The belief that children for their own safety must be funneled by

(Continued on page 14)

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Economy in Schools . . .

From Page 4

A word should be said about the architect and pre-fabrication. Pre-fabricators have represented that their method of construction must be considered in an unfavorable light by the architect because in many cases it either partially, or wholly, eliminates the architect. I contend that this is not true. The architect uses pre-fabrication to a greater or lesser degree in all his buildings. Wall panels, windows, door assemblies, lockers, partitions, floors and roofs, and to some extent the plumbing, heating, and electrical work, all use a degree of pre-fabrication.

They are used in a manner, however, that permits them to be brought into the building in a way that does not require standardization of a plan to a point that might be harmful to its function by the school district. It is our contention that with the exception perhaps of the one room, and even in this case it is not well established, that a plan which is repeated over and over again does not serve the best interests of the school district. Site conditions particularly, but also requirements on the space to be enclosed, mean that a better job is done if the building is specifically designed for a specific client and site.

It is our further contention that where a pre-fabricated school building is erected without benefit of architect that the tax payer's dollar is not being adequately protected.

Another question has been raised without foundation we believe, as to the serious interest of the architect in keeping building costs down because of the fact that it would mean a lesser fee to the architect. It is our contention that the architect, as a true professional man, can have no other interest but that of his client. Just as the doctor, with his high code of ethics, prescribes an operation only if this is necessary and not because of a surgical fee in the offing; so the architect has at heart the best interest of his client. When an architect has the full confidence of his client and if building costs run beyond the budget, most architects will assume the responsibility for seeing that new bids are taken and bids are secured which are considered to be within the client's means. There are many, many case histories which establish this fact.

To summarize, it is a well documented fact that school buildings in Wisconsin are being built well for the most part and at reasonable prices. The architects and the builders in the State are, by and large, doing a good job. Where the budget requires it, minimum cost schools are being architect designed, and competitively bid and constructed. In

(Continued on page 15)

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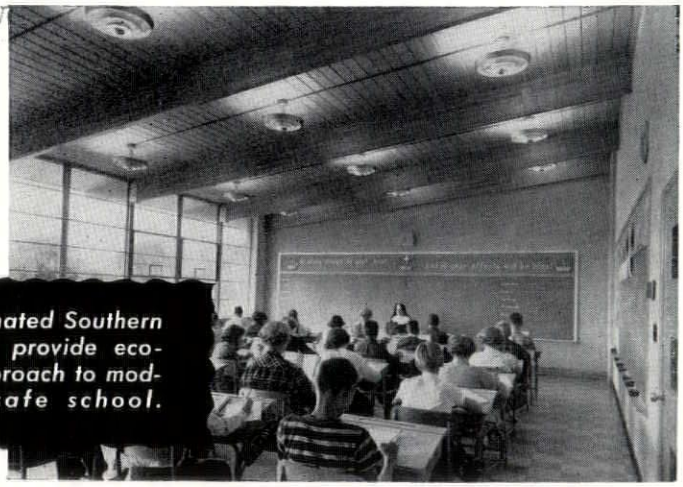

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The 'Wisconsin House'

Chapter Personnel Question Selection of Out-of-State Architect to Design Local Home

WITH THE SELECTION of Rudolph Matern, of New York City, to design the "Wisconsin House," as reflecting the combined preferences of Wisconsin residents, many Wisconsin Chapter members have become disturbed at the apparent illogic of retaining an out-of-state architect for the work.

The "Wisconsin House" project is a promotion of the Milwaukee Journal, and is intended to answer the desires of the thousands of readers who, in answering a survey, report on the features they want in a home.

Because of the fact that Wisconsin has approximately 375 well-qualified architects, Mrs. Ruth Hill, executive secretary, wrote to the Journal, pointing out the reaction of the Wisconsin Chapter to the selection of an out-of-state architect. A reply to her letter was written by C. R. Conlee, Journal promotion manager, and following this, Charles H. Harper, chairman of the Competition Committee of the Milwaukee Division, also wrote the Journal, suggesting a competition jointly sponsored by the newspaper and the AIA.

Here is Mrs. Hill's letter to the Journal:

Gentlemen:

For the past several weeks we have read with interest your series on the home to be based upon the recent Milwaukee Journal survey which will reflect the desires of Wisconsin residents.

Members of the Wisconsin Chapter, A.I.A., query the selection of an out-of-state architect for the design of this home. While we realize Mr. Rudolph Matern is an extremely capable man, we feel the commissioning of a Wisconsin architect would reflect a number of points not covered in the survey.

We are cognizant of the fact that your final design will appear as the Home of the Week which is a nationally-distributed feature, and feel that home-owners throughout the United States would welcome the opportunity of seeing a home designed by an architect from the state in which the poll was taken. Midwesterners—with similar living habits, climate and terrain—would be particularly interested. We are of the understanding that plans for the home will be made available to the public. An additional salient factor would be that a resident architect would be available for consultation and supervision during construction should a contractor wish.

Who could better know the desires of Wisconsinites than other residents? Who can better appreciate the Wisconsin climatic extremes than one who lives in the State? There are approximately 375 registered architects residing in the state, and we believe that they would produce a well-designed home within the budget allotted and with Wisconsin resident point of view.

Very truly yours,
(MRS.) RUTH HILL,
Executive Secretary.

This reply was received from the Journal:

Dear Mrs. Hill:

The editor of The Journal's Home Section has referred to us your recent letter relative to the designing of the "Wisconsin House" by Rudolph Matern.

We agree that there are hundreds of capable Wisconsin architects who could design this house. Part of our problem, of course, would be to select such an architect. However, that is not the reason that Mr. Matern was chosen.

By working through the Associated Press and the "House of the Week" service for which Mr. Matern is one of the architects, we are able to obtain a complete package. This includes not only the designing, but the study plans produced and printed to sell for 35 cents, the construction data and drawings available in any quantity desired at $35.00, all of the illustrations, color art work, engravers plates and other data which would run up our costs considerably, were we to originate this material here.

The "House of the Week" is an extremely popular feature in the Sunday Home Section and in our opinion has stimulated home building in this state. To date we have sold well over 30,000 of the individual study plans which attests to the practical value of the service.

Sincerely yours,
C. R. CONLEE,
Vice President & Promotion Mgr.
THE MILWAUKEE JOURNAL.

Following Conlee's reply, Harper wrote:

Dear Mr. Conlee:

I have read your reply to the Executive Secretary of the Wisconsin Chapter of the American Institute of Architects, Mrs. Ruth Hill, concerning her letter to you about the selection of Mr. Rudolph Matern as the Architect for the Journal's "Wisconsin House." I, too, was much disturbed by your choice of action; however, your reply and reasoning disturb me even more!

Your statement "we agree that there are hundreds of capable Wisconsin architects" seems quite hollow in light of your course of action. Your problem was choice, and choose you did—to reject all Wisconsin Architects. It would follow that newspaper readers, not wanting to decide which Wisconsin paper to read, would buy the Chicago Tribune or the New York Times.

Your reference to obtaining a complete package seems one of convenience to you, not one of leadership, quality, or economy. I do not believe you checked locally to see if the cost could be met. If Mr. Ma-

tern or the Associated Press is going to make out on these prices, then another organization could, too! Unless, of course, this is going to be pushed all over the country as the "Wisconsin House," or re-christened the "Michigan House" in Michigan, etc., etc. This, however, was not the implication, but rather a special project for the Journal and Wisconsin.

You state that you feel this popular feature stimulates home building in the State. The building of a home is stimulated by the need of living units, not by an article. Stimulation from the article should be to build good or better homes. Notwithstanding the 30,000 study plans sold, I sincerely debate the positive value these sales represent to bettering homes and house architecture. You get what you pay for, and two bits and a dime's worth of advice is limited.

As a practical, positive criticism, I would suggest a competition jointly sponsored by the Milwaukee Journal and the A.I.A.

Using the requirements given Mr. Matern, as tabulated in your 'survey,' could have been the basis for a competition for all Wisconsin Architects. For a nominal prize you could have received numerous solutions and offered your readers even more.

I would be happy to discuss and explain how a competition could be handled to the benefit of the Journal and the architectural profession, within your budget.

As a promotion for selling papers, the "Wisconsin House" will no doubt succeed, but as vice-president of a locally owned enterprise, I sincerely hope you will display in future promotions the leadership for quality, merit, and local interest, your newspaper professes.

Very truly yours,
CHARLES H. HARPER, *Chairman*
Competition Committee, Milwaukee Division
American Institute of Architects.

Charles Haeuser, A.I.A., has moved his office from his home on N. Beach dr., to 759 N. Milwaukee St.

Have YOU shown the film, "Architecture, U.S.A.," to your club?? It is available from the Chapter office.

Members Are Urged to Make Use of This Stamp

A rubber stamp for use of Wisconsin Chapter members in identifying plans they file with the Industrial Commission is now available.

Cost of the stamp is $3.00. They are available at the Wisconsin Chapter office. The board of directors at its August 8th meeting strongly recommended the wide use of this stamp to facilitate complying with the law.

Wording and form of the stamp is as follows:

I hereby certify that this plan, specification, or report was prepared by me or under my direct supervision, and that I am a duly Registered Architect under the Statutes of the State of Wisconsin.

.....

Date .....Reg. No.....

NEWEST ENROLLEES

John G. Hein, 30 N. Calhoun Rd., Brookfield, and Marvin V. Christianson, 2832 S. 34th St., Milwaukee, are the newest Wisconsin Chapter enrollees in the Architect-in-Training program. They are employed by Darby-Bogner and Associates.

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Specifications . . .

From Page 10

state regulations into tunnels called halls.

7. The preconceived notion that a schoolhouse must be a group of identical cell - like classrooms each connected to a main stem-like hall which takes up about a fifth of the area.
8. The belief that the height of the ceiling regulated by law can guarantee the proper quality and quantity of natural lighting in classrooms.
9. The popular belief both within and outside our profession that the creative architect is a screw-ball.
10. The belief that good design is expensive.
11. The belief that the people of a community will not accept a school that looks unfamiliar even if it represents the most logical, the most economical, solution to the education housing problem.

If we are to retain our professional status, we must pay more attention to the problem - solving approach, and less to our favorite solutions, because each of our clients has a different problem.

* * *

Visibility is what should be our chief concern. "Without vision the people will perish." That, from the Old Testament, applies to us as a profession. If we go blundering blindly on without seeing where we are heading, we go at the risk of losing our hard-earned recognition as a learned profession. If we don't look where we are going, we are going to find ourselves gradually becoming submerged in this nebulous mass of perplexities we now call "The Building Industry." As I see it, there is only one way we can stay above and continue to be recognized as a profession—that is to stop generating fog, and act like real professionals.

WISCONSIN CHAPTER, AIA
8416 West Lisbon Ave.
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Enclosed is my check for $.....

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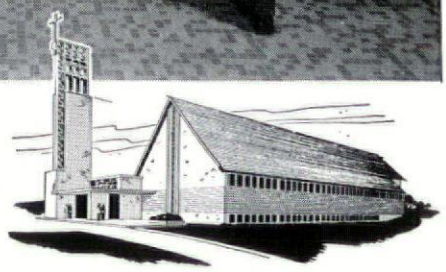

ROMANY·SPARTAN tile lends serene beauty to Minnesota church

Simplicity of line and imaginative blending of textures and color keynote the warm, friendly interior of the new First Methodist Church in Hopkins, Minnesota. To help achieve this dignified, yet colorful effect, the architects chose Romany·Spartan ceramic mosaics in subdued colors—plain for chancel floor and random pattern for sanctuary.

No matter what your problem, indoors or out, there's a Romany·Spartan tile to create exactly the right mood or effect. Special mountings for small units—"Sparamic" for adhesive setting and "Quickset" for conventional or thin mortar bed setting — speed installation, reduce finished cost. For more information or design help, call:

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Residential Building Gains

Contracts for future construction in June in the residential building category in the metropolitan Milwaukee area amounted to $12,775,000, an increase of 9 per cent compared to June 1957, Lyle B. Martin, of F. W. Dodge Corporation, reported today.

The metropolitan area consists of Milwaukee County.

Dollar volume of contracts in the non-residential building category in June amounted to $7,876,000, down 25 per cent compared to June 1957.

June total building contracts, residential plus non-residential, amounted to $20,651,000, down 7 per cent compared to the like 1957 month. (Heavy engineering construction contracts are not included in the total building figure).

The cumulative total of building contracts for the first half of 1958 amounted to $99,573,000, down 22 per cent from the like 1957 period.

Economy in Schools . . .

From Page 11

these instances the Owner is aware that his buildings are subject to higher annual maintenance than if he is able to afford a building which is built to require less annual maintenance. Architects are using prefabrication of the parts of a building to as great an extent as possible in order to bring about economies in construction without sacrifice of planning flexibility.

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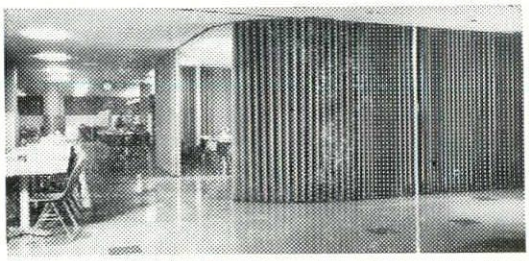

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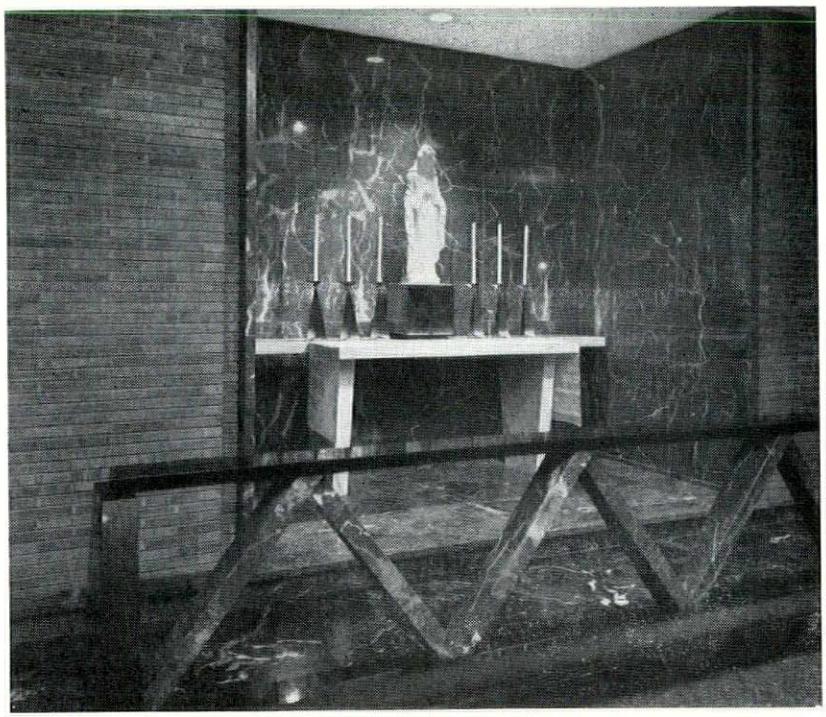

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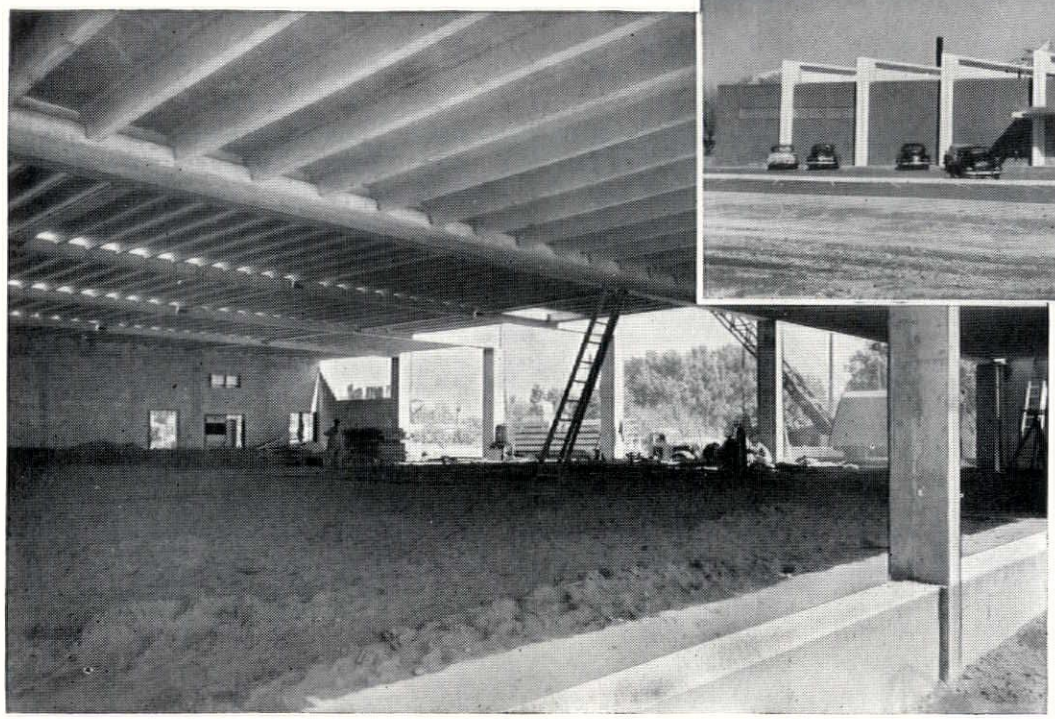

Above: Front and side view of the nearly completed Safeway Store built in Midvale, Utah.

Left: Interior of the store showing precast concrete channel roof slabs placed on lower flange of the main prestressed concrete roof beams.

Architect, Wm. J. Monroe, Jr., Salt Lake City; Contractor, Ragnar-Benson, Inc., Chicago.

Super Mart's 108 ft. clear span made possible by Precast, Prestressed Concrete Beams

The Safeway Store Building in Midvale, Utah, obtained a clear floor area 108′ wide by 130′ deep through the use of only five precast, prestressed concrete beams. The beams, cast on the job site, were placed to give a 16′ space above the finished floor in the main store area.

The roof required about 13,500 sq. ft. of precast concrete channel slabs with conventional reinforcement. These channels, 2′ wide with 10″ legs, were placed on the lower flanges of the main prestressed beams. This allowed the prestressed concrete beams to stand boldly above the finished roof line to produce a dramatic architectural effect.

Structures designed to utilize precast and prestressed units can be built for any usage and to conform with any applicable local building codes. Like all concrete structures they offer many advantages: great strength, extra long life, very low maintenance cost and true *low-annual-cost* service. In addition, such structures provide great resistance to destructive natural forces such as storms, decay, termites and especially fire.

For additional information on construction utilizing precast and prestressed concrete beams write today for our helpful free illustrated literature. Distributed only in the United States and Canada.

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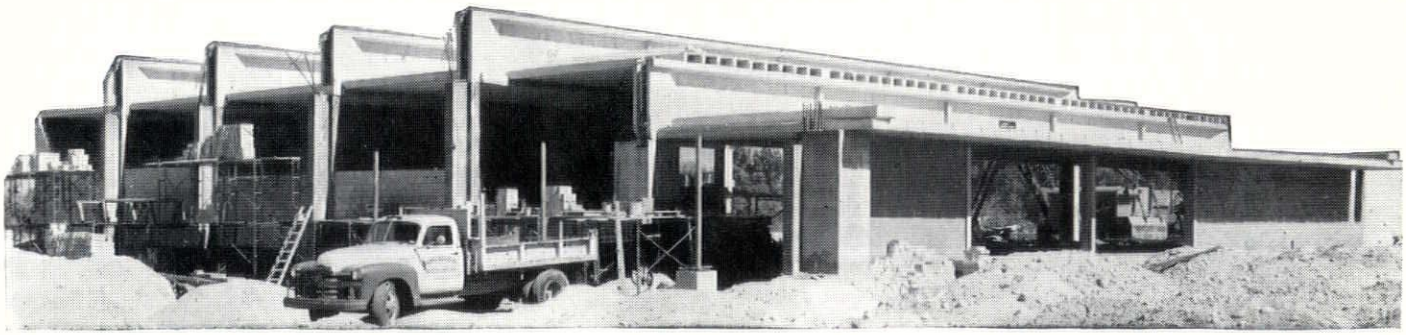

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